

LOVE YOUR BEACH CLEAN - LEAD GUIDELINE

1 month out

- Register the beach clean with your local newspaper
- Contact a graphic designer to make a poster, or create your own at Canva.com for free! Be sure to include all details, as well as sponsor logos on poster!
- Create the Facebook page and start promoting!

2 weeks out:

- Confirm refreshment/prizes/transport for the clean up, contact your Treasurer for updated budget. Be sure that all refreshments are ethically sourced, and are as waste free/plastic free as possible.
- Advertise the event on all Social Media platforms. Put up beach clean posters around your town/city. You can also send the poster to businesses you would like to invite and ask them to print a poster for their staff.
- Secure 3-5 volunteers and delegate the following tasks:

Volunteer tasks:

- 1) Set up and take down of beach kit
- 2) Booth attendee: sign in of volunteers & give safety briefing & give out gloves/buckets and high fives; helps with refreshments. Talks about campaigns and programs with attendees and gets people to sign petitions.
- 3) Photographer to take pics of the group, weird items, the total amount of trash, the landscape, the beauty and the destruction. Share these on Facebook to raise awareness!
- 4) Data debris recorders to separate/sort/record all debris, and clean off recycling items. You can recycle debris through your local recycling contractor, and recycle all beach plastic through Terracycle for FREE. Check out <https://www.terracycle.ca/en-CA/brigades/beachcleanup#how-it-works>
- 5) Ensure someone has their First Aid, and have a safety plan in place to protect all attendees. Make sure you have a First Aid Kit in your Beach Kit.

1 week prior:

- Confirm with volunteers who are helping and ensure they have everything they need and are clear on their roles. Confirm location meet up for your event volunteers with any parking info or directions needed.
- Print out and put up beach clean posters at beach locations and on bulletin boards
- Discuss any extra supplies you might need outside of the beach kit with your team
- Go on your local radio to discuss the event

1-3 days before

- Repost the event on social media with a call out to attend a community clean up, keep it fun!
- Ask Radio stations to pump the event again
- Remember to get beach kit and all necessary supplies, equipments, and forms.
- Print out volunteer waiver and have safety speech ready (this is kind of super important) if more needed for printing, do at the library and keep receipt for reimbursement

Day of Beach cleanup

- Social media post again!
- Get all of your equipment ready, double check that you have everything
- Ensure you have all supplies, and go to the beach to set up 45 min prior to clean up with volunteer
- See that everything runs smoothly with volunteers and attendees, keep people engaged, tell other people on the beach what's happening too!
- Act as the main lead of responsibility for the event
- Make sure all volunteers read and sign the safety waivers. Prioritize safety at all times for all volunteers, and give clear instructions on clean up boundaries
- Ensure all volunteers feel valued and welcome every person
- Give volunteers tasks and responsibilities, don't have volunteers just stand around (they are spending their time, which is valued!) If you have too many volunteers, send them out cleaning the beach engaging visitors.
- Account for all volunteers after the clean up is over
- Take lots of photographs, including a big group photo, photo of any prize winners, weird finds, the entire amount of trash, the microplastics, the cigarette butts, anything substantial to raise awareness.
- Be resourceful if necessary, and if in doubt call any of the emergency contacts
- Begin sorting the debris 30 min before clean up time and start organizing it into hard plastics, soft plastics, cans and glass, paper, foam, cigarette butts and landfill. Fill out your tracking sheet and take a photo for future reference.
- Fill in the data debris forms correctly, and accurately. Ensure every type of waste is weighed, along with a total weight of all of the debris collected.
- have at least 15 minutes social time at the end of clean up, refreshments, high fives, next meet up dates, give out beach clean planners, invite volunteers to next public meet up, identify any new volunteers interested in campaigns and connect them to right people

After cleanup

- All gloves and bags need to be washed and dried
- All buckets need to be emptied and rinsed
- Pack away the beach kit, and make sure it's clean, dry, sand free. Replace any supplies needed.
- Return any extra equipment to its original source
- Social media post with photographs and data within 48 hours on social media, as always please include a big thanks to all the volunteers and collaborators
- Place debris in the arranged location with Terracycle and/or your local recycling/landfill depot
- Take down any posters and recycle the paper
- Share Volunteer sign up sheets with your team
- Reach out to your local newspaper and talk about what you collected, how many volunteers showed up, and any other insights you've gained that will be useful to the public and help to address the issue of marine debris and plastic pollution.
- Keep all financial records/receipts and submit to your Treasurer
- Share the details of your clean up with friends, family, your workplace and municipality. Discuss the data and trash trends and possible preventive actions, like a cigarette canister or campaign to eliminate/reduce a single use plastic
- Additional: write an article for a newspaper, website blog, and/or do a radio slot



**Pacific Rim
Chapter**